

ABSTRACT OF THE DISCLOSURE

5 A content-provider entity provides content to media channels established in respect of a network communication session. The content-provider entity has a transport subsystem for establishing media channel connections to a session transport mechanism in accordance with channel type and connection details received by the entity. The content-provider entity also has a media subsystem providing a respective media handler of appropriate type for each media channel connection established by the transport subsystem. Each media handler 10 is responsible for delivering media content of its associated type from a media source to the corresponding channel connection. A delivery controller of the media subsystem controls the selection and delivery of media content through the media handlers in dependence on context data supplied to the content-provider entity.

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